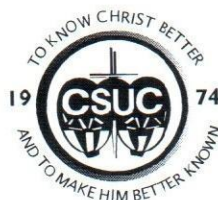


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**CHRISTIAN SERVICE UNIVERSITY COLLEGE,
KUMASI-GHANA**

DEPARTMENT OF COMMUNICATION STUDIES

BACHELOR OF ARTS IN COMMUNICATION STUDIES

End of First Semester Examination, 2021/2022 Academic Year

BACS 107: INTRODUCTION TO WRITING - Level 100

JANUARY, 2022

Total Marks: 70

Time Allowed: 2hours.

INSTRUCTIONS TO CANDIDATES:

- Answer TWO questions from section A and attempt ALL questions in Section B.
- Please present your answer in an **ESSAY** form
- Write your index number clearly at the top of the question paper
- Note: Marks will be awarded for :
 - **Introduction**
 - **Content**
 - **Conclusion**
- **Correct grammar, clarity of expression and logical presentation of facts.**

SECTION A (40 marks). Answer two questions only.

1. "The writing of effective sentences is an important strategy to any prose writing." Discuss seven (7) of these strategies a writer will adopt to achieve this aim, giving examples in each case.
2. "Lack of confidence is a major stumbling block for a would-be writer." Discuss seven (7) ways to overcome this for effective writing.
3. "As a result of the complexity involved in human communication a writer needs to adopt skills to do an effective presentation of a speech". Discuss these skills which are crucial to this statement.
4. "In generating ideas for writing, a writer needs to have effective writing guides" Discuss how seven (7) of these guides can be used by any writer. Give good examples to illustrate your answer.

SECTION B [30 MARKS]

Attempt all questions in this section

1. Mention five (5) excuses a writer will give for not putting pen on paper.
 - a. _____
 - b. _____
 - c. _____
 - d. _____
 - e. _____
2. What is the difference between 'unity' and 'coherence'?

3. Apart of a sentence that has been punctuated as though it were a complete sentence is called _____
4. What is the difference between a clause and a phrase?

5. Mention five ways a stringy and wordy sentence can be revised.
 - a. _____
 - b. _____

- c. _____
- d. _____
- e. _____

6. In what five different ways can a sentence be combined?

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____

7. Replace the following sexist word/phrase with non- sexist words: (a) founding fathers
(b) manpower (c) foreman.

- a. _____
- b. _____
- c. _____

8. Apart from the nature and purpose of interaction, mention 3 other factors that affect formality under 'context of interaction'

- a. _____
- b. _____
- c. _____

9. Briefly define the following as tools for effective prose writing (a sentence for each)

- a. Analyze _____
- b. Compare _____
- c. Justify _____
- d. Discuss _____

10. At the colloquial level of language is the language of ordinary everyday speech or conversation. Mention three (3) features of this colloquial usage.

- a. _____
- b. _____
- c. _____